

{{ Noemi Selisker }}

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www.Noemi.co.nz

CURRENT POSITION USER EXPERIENCE LEAD // INFORMATION ARCHITECT – WWW.NOEMI.CO.NZ

Contractor, Auckland

I work for various web and marketing companies around the Auckland area on a project basis. I help them by researching, producing & executing online strategy plans to help raise the profile of their clients. This includes user research, content planning, and interactive design.

EDUCATION HUNGRY CREEK ART & CRAFT

Birkenhead, North Shore City – Certificate in Jewellery Design, 2009

DEPAUL UNIVERSITY

Chicago, IL, USA – B.S. Human-Computer Interaction, 2000

LA MIRADA HIGH SCHOOL

La Mirada, CA, USA – High School Diploma, 1995

EXPERIENCE USER EXPERIENCE LEAD 2010

BLITZ, Los Angeles, USA

Mapped business objectives to new user experience ideas – developed and presented design thinking and rationale for these new ideas. Created user scenarios for product development, experience development, campaigns, and programs. Lead iterative design cycles – developing stories, schematics, storyboards, prototypes, and supporting visual assets. Worked collaboratively with the team to create cutting edge experiences.

NEWS EDITOR

2009-2010

Yahoo!Xtra, Auckland, New Zealand

Edited news from various national and international news wires and write feature tags to engage and inform the Yahoo!Xtra users. This includes selecting appropriate photos and videos to accompany the various filed news stories.

PROJECT ANALYST

Marker Studio, Auckland, New Zealand

2007-2009

Created surveys and analysed market segmentation data as part of defining target users. Generated persona & scenarios and conducted competitive analysis & documentation in support of user-centered design.

Generated detailed wireframes, wrote front-end scoping documents and collaborated with tech leads in regards to functional specifications.

Researched, analysed and generated specification documentation for a B2C adventure travel website for the New Zealand and Australian markets.

GUEST LECTURER

Media Design School, Auckland, New Zealand

2009

Created a presentation on usability and user interaction design, testing methods and applications as they relate to up and coming media graduate entering the work force.

WEB ANALYST

McGovern Online, Auckland, New Zealand

2006-2007

Conducted persona workshops, heuristic evaluations and cognitive walkthroughs as part of planning and research. This included competitive analysis & supporting documentation.

Design detailed wireframes, write front-end business requirements and liaise with technology in regard to functional specifications.

Wireframed a library wiki tool, a local arts web portal and various Auckland art gallery websites.

WEB PRODUCER

Team One/Saatchi & Saatchi, Los Angeles, CA, USA

2005-2006

Organised banner ads, car micro-site production, and brand site updates which included managing designers, programmers and 3rd party vendors for the on-time under-budget delivery of campaigns for Lexus USA automobiles.

ASSOCIATE PRODUCER

BLITZ, Los Angeles, CA, USA

2004-2005

Project managed smaller projects and supported the Director of Productions in producing successful Flash-based film web projects for companies like Paramount and Sony Pictures.

ASSOCIATE PRODUCER

McElroy Interactive, Marina del Rey, CA, USA

2003-2004

Supported the web production team by being in charge of all wireframing for a variety of online campaigns and site designs for Nestle USA. Including the redesign of VeryBestKids.com.

ASSOCIATE INFORMATION ARCHITECT

Worldwide Xceed Group, Chicago, USA

2000-2001

I assisted the Senior Information Architect scope out websites for companies like Caterpillar and Hilton.

SKILLS INTERPERSONAL

- Planning and organisation
- Effective communication, online and off
- Leadership of various teams of people
- Problem solving

WEB – NONTECHNICAL

- Competitive Analysis
- Writing for the Web
- User Research
- Wireframing
- Social Media Research, Strategy & Execution
- Search Engine Optimisation
- Heuristic Evaluations
- Cognitive Walkthroughs
- Google Ads Management

WEB – TECHNICAL

- Mac OS X
- Windows
- Microsoft Office
- iWork '08
- HTML
- Wordpress
- Kentico
- Silverstripe

LANGUAGES

Proficient

- English
- Spanish

REFEREES Available upon request